

communication to others, wherein the human is a participant in an athletic contest, comprising the steps of:

(a) within a few hours or less before the start of the athletic contest, applying underneath the human's eyes, on the human's cheeks, covering a reflective location on the cheeks at which incident direct or indirect light is likely to be reflected into the human's eyes, a non-toxic material having an exterior surface appearing as a dull or matte color having a wavelength of greater than 690 nm and less 430 nm, in the form of a predefined clearly demarcated geometric shape which provides a non-verbal communication to others; and

(b) within [a week after application of] a few hours or less after the athletic contest is over, removing the non-toxic material [having a non-reflective colored and finished exterior from step (a), removing it]; and

wherein step (a) is practiced by placing a stencil underneath one of the human's eyes and over the reflective location on a cheek, the stencil having a cutout of the clearly demarcated geometric and predefined shape, and then applying eye black to the cheek reflective location under the cutout, and then removing the stencil; and wherein step (b) is practiced by wiping off the eye black, or washing it off with soap and water, or both wiping it off and washing it off.

2A. (Amended) A method as recited in claim 1 [3 wherein step (a)] which is further

practiced by repeating the steps of claim [3] 1 for the other of the human's eyes.

Add the following new claim:

*-21* A method of reducing reflected light glare into a human's eyes from the human's cheeks while simultaneously providing a non-verbal communication to others, wherein the human is a participant in an athletic contest, comprising the steps of:

(a) within a few hours or less before the start of the athletic contest, applying underneath the human's eyes, on the human's cheeks, covering a reflective location on the cheeks at which incident direct or indirect light is likely to be reflected into the human's eyes, a non-toxic material having an exterior surface appearing as a dull or matte color having a wavelength of greater than 690 nm and less 430 nm, in the form of a predefined clearly demarcated geometric shape which provides a non-verbal communication to others; and

(b) within a few hours or less after the athletic contest is over, removing the non-toxic material; and

*E 3*  
wherein the material is a temporary tattoo, provided on a substrate, the temporary tattoo provided on a top face of the substrate and illustrating the reverse of the clearly demarcated geometric and predefined shape, and the substrate having a bottom face; and wherein step (a) is practiced by cleaning a cheek where the temporary tattoo is to be applied, putting the temporary tattoo on the top face of the substrate on the reflective location of the human's cheek to which it is to be applied, wetting the bottom face of the substrate with water and pressing it into contact with the cheek for sufficient time for the temporary tattoo to adhere to the cheek, and sliding off the substrate from the temporary tattoo.--

Claim 7, line 1, change "6" to --21--

Claim 8, line 1, change "2" to --21--

Claim 9, line 1, change "2" to --1--.

Claim 11, line 1, change "2" to --1--.

Add the following new claim:

13  
-22. A method of reducing reflected light glare into a human's eyes from the

human's cheeks while simultaneously providing a non-verbal communication to others, comprising the steps of:

(a) applying underneath the human's eyes, on the human's cheeks, covering a reflective location on the cheeks at which incident direct or indirect light is likely to be reflected into the human's eyes, a non-toxic material having an exterior surface appearing as a dull or matte color having a wavelength of greater than 690 nm and less 430 nm, in the form of a predefined clearly demarcated geometric shape which provides a non-verbal communication to others; and

F  
F  
(b) within a week after application of the non-toxic material ~~having a non-~~ reflective colored and finished exterior from step (a), removing it; and wherein step (a) is practiced by placing a stencil underneath one or both of the human's eyes and over the reflective location on a cheek, the stencil having a cutout of the clearly demarcated geometric and predefined shape, and then applying eye black to the cheek reflective location under the cutout, and then removing the stencil; and

wherein step (b) is practiced by wiping off the eye black, or washing it off with soap and water, or both wiping it off and washing it off.

<sup>16</sup>  
23. A method of reducing reflected light glare into a human's eyes from the human's cheeks while simultaneously providing a non-verbal communication to others, comprising the steps of:

(a) applying underneath the human's eyes, on the human's cheeks, covering a reflective location on the cheeks at which incident direct or indirect light is likely to be reflected into the human's eyes, a non-toxic material having an exterior surface appearing as a dull or matte color having a wavelength of greater than 690 nm and less 430 nm, in the form of a predefined clearly demarcated geometric shape which provides a non-verbal communication to others; and

F  
F  
(b) within a week after application of the non-toxic material ~~having a non-~~  
~~reflective colored and finished exterior~~ from step (a), removing it; and

wherein the material is a temporary tattoo, provided on a backing, the temporary tattoo provided on a top face of the backing and illustrating the reverse of the clearly demarcated geometric and predefined shape, and the substrate having a bottom face; and wherein step (a) is practiced by cleaning a cheek where the temporary tattoo is to be applied, putting the temporary tattoo on the top face of the backing on the reflective location of the human's cheek to which it is to be applied, wetting the bottom face of the backing with water and pressing it into contact with the cheek for sufficient time for the

temporary tattoo to adhere to the cheek, and sliding off the backing from the temporary tattoo.

*F*  
*E 3*  
*Cont'd*

*11* 24. A method as recited in claim *21* wherein step (a) is practiced to provide as the clearly demarcated predefined geometric shape a sports apparel or equipment manufacturer's or distributor's logo and/or letters identifying the manufacturer or distributor within a primarily black or dark colored area, and sized to comply with regulations of any regulatory body which oversees *9* the athletic contest, with the letters or logo, or any demarcation between any letters or logo and the primarily black or dark colored area, appearing as a dull or matte color.

*12* 25. A method as recited in claim *21* wherein step (a) is practiced to provide as the clearly demarcated geometric and predefined shape a representation of a sports team name, mascot or logo.

*16* 26. A method as recited in claim *8* wherein step (a) is further practiced to apply a logo having a directional bias, and by applying the logo with the correct directional bias under one of the human's eyes, and with the reverse of the correct directional bias under the other of the human's eyes.

*19* 27. A method as recited in claim *22* wherein step (a) is practiced to provide as the clearly demarcated geometric and predefined shape a sports apparel or equipment manufacturer's or distributor's logo and/or letters identifying the manufacturer or distributor.

15

14  
28. A method as recited in claim 27 wherein step (a) is further practiced to apply a logo having a directional bias, and by applying the logo with the correct directional bias under one of the human's eyes, and with the reverse of the correct directional bias under the other of the human's eyes.

17

16  
29. A method as recited in claim 23 wherein step (a) is practiced to provide as the clearly demarcated geometric and predefined shape a sports apparel or equipment manufacturer's or distributor's logo and/or letters identifying the manufacturer or distributor.

18

17  
30. A method as recited in claim 29 wherein step (a) is further practiced to apply a logo having a directional bias, and by applying the logo with the correct directional bias under one of the human's eyes, and with the reverse of the correct directional bias under the other of the human's eyes.--

E 3  
Cont'd  
Amend claim 20 as follows:

E 4  
20. (Amended) An eye black clearly demarcated geometric and predefined shape produced according to step (a) of the method of claim [3] 1.

E 5  
Add the following new claim:

E 5  
--31. An eye black clearly demarcated geometric and predefined shape produced according to step (a) of the method of claim 22.--

#### REMARKS

By the present amendment the informalities pointed out in paragraph 3 on pages 3 and 4 of the Action have been corrected. Also by the present amendment allowed